

### **Trainer Copy**

USDA requires that specific areas be covered during retailer training. The Outline of Mandatory Topics provides information on each area and supporting materials and information have also been included. The following agenda may be used to guide the training. Once the basic information has been covered, tailor the training to the needs of the retail staff.

### **Purpose of the MT WIC Program**

- For over 30 years, the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) has been an integral part of Montana's public health system. Promoting healthy habits early, when they make the most powerful difference in the lifelong health of a child, is what WIC is all about. With each new eligible family WIC reaches, public health grows stronger and more effective in the fight against obesity and other debilitating and life threatening conditions.

### **WIC Transaction/Redemption Procedure**

- Review benefit redemption procedures. Please pay careful attention to the steps in a WIC transaction. If these steps are not strictly followed, the Retailer may not be reimbursed for the redeemed benefit.
- Review the Fruit & Vegetable benefit and how it has a maximum value printed on it which cannot be exceeded. More than one FVB can be used in a single transaction if the stores' register system can accommodate this. No cash can be exchanged and no change can be given.
- Retailer Booklets contain guidance, so use the booklets during training and refer the staff to them. Each register should have a copy.
- Inform retail staff that they can ask WIC participants to separate their transactions by benefit when they are redeeming more than one WIC benefit at a time. This can help reduce confusion and benefit mix-ups.
- if the store has a 'Buy One, Get One Free' sale or an 'ounces free' promotion, the WIC participants may get the free or reduced items if they are being purchased with a WIC benefit.
- if a cereal has 'free ounces' or 'extra ounces', the extra or free ounces are not to be calculated in the ounces authorized on the benefit.

### **WIC Foods Authorized in Montana**

- Review the Approved Food List as shown in booklet.
- Review allowed size substitutions
  - the participant MAY get one 16-oz container of infant cereal in place of two 8-oz containers
  - the participant MAY get two half-gallons of milk in place of one gallon of milk
  - the participant MAY get one 8-quart box of powdered milk in place of three 3-quart boxes
  - the participant MAY get two 8-oz packages of block cheese in place of a one 16-oz block
- Remind store staff that participants may only purchase the items that are listed on the benefit in the type, quantity and size listed on the benefit. Pay special attention to infant formula – no substitutions are allowed. If a participants wants something other than what is listed on the benefit, they need to return to the WIC clinic and have their benefits re-issued.

### **Minimum Variety and Quantity Requirements**

- Retailers are required to stock certain authorized items at all times in sufficient quantities to meet Participant demand. Specific Montana WIC-authorized brands and sizes for WIC foods are as defined in

the Food List pages of the Retailer and Participant booklets and as shown on the WIC benefit. Your store's role in ensuring WIC participants receive only the food prescribed for them is **vital**.

- Review Minimum Stocking Requirements if violation involves stocking issues. This can be found in the Retailer Reference Manual.

### **Special Circumstances**

- WIC customers must be treated the same as non-WIC customers. If an issue arises, please handle it as discretely as possible without drawing attention to the fact that it is a WIC transaction.
- Problems may occur during a WIC transaction. Often, the problems arise from participant or cashier error. Most of these problems can be resolved by referring to the WIC benefit, the Montana WIC Approved Food List, or the Retailer or Participant booklet. The retail staff's high level of customer service ensures that each situation is handled with respect.
- On occasion, a Montana WIC participant may violate WIC Program requirements. If the retailer cannot resolve the conflict by informing the participant of the proper WIC procedures, then the retailer needs to report the incident on a *Participant Complaint Form*. Please complete the form with all relevant information. If possible provide the participant's name and ID number and as many details of the incident as possible as this will aid in the discussion with the participant at the clinic. WIC participants are not permitted to cause a disturbance in your store, abuse your employees or violate the procedures for redeeming benefits.

**I am your Local WIC Agency contact person and I can help you with any general questions or concerns. I can be reached at: \_\_\_\_\_.**

**If you or your bookkeepers have any questions about WIC benefit redemption procedures or benefit rejections, please call the State WIC office at is 1-800-433-4298 – option 2.**